

ORDER



KSNV

Orders
Order / Rev: 108150
Alt Order #: 06866655
Product Desc: OBAMA SKED B
Estimate: 2189
Flight Dates: 10/24/12 - 11/06/12
Original Date / Rev: 10/22/12 / 10/30/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama for America *Revised*
Demographic: A35+
Product Codes: PLC01-Democrat
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	11	\$11,205.00	\$9,524.25
10/29/12	11/05/12	18	\$13,275.00	\$11,283.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	11	\$11,205.00	\$9,524.25	0.00
November 2012	18	\$13,275.00	\$11,283.75	0.00
Totals	29	\$24,480.00	\$20,808.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	24%	\$24,480.00
Market	100%	\$102,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$27,540.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$25,500.00
KTUD	1%	\$1,020.00
KVVU	18%	\$18,360.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$5,100.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/24/12	11/05/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm	MTWTF--	:30	4	\$725.00	1	0.00	NM	8	\$5,800.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

Order / Rev: 108150
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Flight Dates: 10/24/12 - 11/06/12

Advertiser: Obama for America
Product Desc: OBAMA SKED B
Estimate: 2189
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/24/12	11/05/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm	MTWTF--	:30	4	\$725.00	1	0.00	NM	8	\$5,800.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M-WTF--					4	\$725.00		0.00			
Week:		10/30/12	11/05/12	MTWTF--					4	\$725.00		0.00			
E 2	KSNV	10/25/12	11/01/12	Thurs PR 8-9p Thursday Prime 8-9pm	CM	8-9pm	---T---	:30	1	\$2,400.00	1	0.00	NM	2	\$4,800.00
THE OFFICE/ PARKS & REC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$2,400.00		0.00			
Week:		10/29/12	11/04/12	---T---					1	\$2,400.00		0.00			
E 3	KSNV	10/25/12	11/01/12	Thurs PR 9-10p Thursday Prime 9-10pm	CM	9-10pm	---T---	:30	1	\$3,200.00	1	0.00	NM	2	\$6,400.00
THE OFFICE/ UP ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$3,200.00		0.00			
Week:		10/29/12	11/04/12	---T---					1	\$3,200.00		0.00			
E 4	KSNV	10/26/12	11/02/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	----F--	:30	1	\$2,600.00	1	0.00	NM	2	\$5,200.00
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$2,600.00		0.00			
Week:		10/29/12	11/04/12	----F--					1	\$2,600.00		0.00			
E 5	KSNV	10/24/12	11/05/12	Late Night w/Fallon Late Night w/Fallon	CM	1236a-136am	MTWTF--	:30	4	\$250.00	1	0.00	NM	8	\$2,000.00
LATE NIGHT W/JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M-WTF--					4	\$250.00		0.00			
Week:		10/30/12	11/05/12	MTWTF--					4	\$250.00		0.00			
E 6	KSNV	10/24/12	11/05/12	Last Call w/Carson DalyCM Last Call w/Carson Daly	CM	136-205am	MTWTF--	:30	4	\$40.00	3	0.00	NM	7	\$280.00
LAST CALL WITH CARSON DALY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M-WTF--					4	\$40.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	KSNV	10/23/12-10/29/12		Last Call w/Carson Daly		136-205am	M-WThF----	:30		(\$40.00)	0.00	NM			
Unresolved															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
Week:		10/30/12	11/05/12	MTWTF--					4	\$40.00		0.00			
Totals														29	\$24,480.00